
Accord Questionnaire Draft

Outline:

Section A: Screening And Behavior

Section B: General Smoking Attitudes

Section C: Price, Coupons, Promotions, Continuity

Section D: Brand Attributes (Richmond Only)

Section E: Lifestyle, Activities, Goals, Interests

Section F: Accord Specific Behaviors and Attitudes

Section G: Demographics

Notes on this version of the questionnaire:

- Please note that specific question numbers and order have not been finalized in this document.
- The long attitudinal and attribute batteries will have the factor headings removed, and the items will be randomized before the questionnaire goes to respondents. They are in factor order now to make it easier to determine which areas have been covered adequately.
- We are also waiting for some additional information on the specific questions that are asked of respondents as they go through the Accord trial process. Some of these items may be able to be appended to this instrument (or at least the data set) to cover off some of the discrete areas that we are interested in investigating.
- Any thoughts on additional areas that should be covered, or specific questions that should be added, would be helpful. This is especially true with regard to Accord specific dimensions.

RESPONDENT NAME: _____

RESP NO: _____

ADDRESS 1: _____

INTERVIEWER: _____

ADDRESS 2: _____

DATE _____

CITY: _____

CELL _____

STATE: _____ ZIP: _____

GENDER (entered just before Q.19)

PHONE: () _____

Male..... 1

Female 2

SECTION A: SCREENING AND BEHAVIOR

Today we're conducting a survey with adult consumers across the country and would like to include your opinions.

1. To ensure we represent all groups of adults, please write in your age.

2. On average, about how many packs of cigarettes do you smoke in a day? Do you smoke.....?

- ☐ Less than half a pack
- ☐ Half a pack to less than 1 pack
- ☐ 1 pack
- ☐ More than 1 pack to 1½ packs
- ☐ More than 1½ packs to 2 packs
- ☐ More than 2 packs

Please think about the different brands of cigarettes you currently smoke. In the table below, please write in the one brand that you consider to be your "Regular" brand of cigarettes on the line for Question 5 in Column A.

If you smoke other brands as well, please write in the brand name of the brand that you smoke the 2nd most often in Column B, and the brand that you smoke the 3rd most often in Column C. If you only smoke one brand of cigarettes, you may leave Column B and C blank.

Then, please answer Questions 6 – 10 for each of the brands that you wrote down in Columns A, B and C.

	<u>Column A</u> <u>Regular Brand</u>	<u>Column B</u> <u>2nd Most Often Brand</u>	<u>Column C</u> <u>3rd Most Often Brand</u>
Q3. Please write in the brand name:	_____	_____	_____
Q4. How long has this been your regular brand? (check only one please)	<input type="checkbox"/> 6 months or less <input type="checkbox"/> More than 6 months and up to 1 year <input type="checkbox"/> More than 1 year and up to 3 years <input type="checkbox"/> More than 3 years		
Q5. Is that a menthol or non-menthol cigarette?	<input type="checkbox"/> Menthol <input type="checkbox"/> Non-Menthol	<input type="checkbox"/> Menthol <input type="checkbox"/> Non-Menthol	<input type="checkbox"/> Menthol <input type="checkbox"/> Non-Menthol
Q6. What is the tar level?	<input type="checkbox"/> Regular Full Flavor <input type="checkbox"/> Medium <input type="checkbox"/> Lights / Milds <input type="checkbox"/> Ultra-lights <input type="checkbox"/> Lowest/1mg tar	<input type="checkbox"/> Regular Full Flavor <input type="checkbox"/> Medium <input type="checkbox"/> Lights / Milds <input type="checkbox"/> Ultra-lights <input type="checkbox"/> Lowest/1mg tar	<input type="checkbox"/> Regular Full Flavor <input type="checkbox"/> Medium <input type="checkbox"/> Lights / Milds <input type="checkbox"/> Ultra-lights <input type="checkbox"/> Lowest/1mg tar
Q7. And what is the size?	<input type="checkbox"/> Regular / King Size <input type="checkbox"/> 100's <input type="checkbox"/> 120's	<input type="checkbox"/> Regular / King Size <input type="checkbox"/> 100's <input type="checkbox"/> 120's	<input type="checkbox"/> Regular / King Size <input type="checkbox"/> 100's <input type="checkbox"/> 120's
Q8. Please think about the brands of cigarettes that you have purchased over the past 3 months. On average, out of every ten packs of cigarettes you have purchased, how many have been of this brand?	_____ packs out of 10	_____ packs out of 10	_____ packs out of 10

[Brand List for Coding Purposes]

Check against brand list for CT?

Alpine.....	01	Lucky Strike.....	18	Salem.....	35
Basic.....	02	Magna.....	19	Sterling.....	36
Belair.....	03	Malibu.....	20	Style.....	37
Benson & Hedges.....	04	Marlboro.....	21	True.....	38
Bristol.....	05	Merit.....	22	Vantage.....	39
Bucks.....	06	Misty.....	23	Viceroy.....	40
Bull Durham.....	07	Monarch.....	24	Virginia Slims.....	41
Cambridge.....	08	Montclair.....	25	Winston.....	42
Camel.....	09	More.....	26	Store brand or Generic.....	90
Capri.....	10	Newport.....	27	Other (SPECIFY)	
Carlton.....	11	Now.....	28		97
Century.....	12	Pall Mall.....	29	No one most.....	00
Doral.....	13	Parliament.....	30	Don't know.....	98
Eve.....	14	Players.....	31	Refused.....	99
GPC.....	15	Pyramid.....	32		
Kent.....	16	Raleigh Extra.....	33		
Kool.....	17	Richland.....	34		

9. Please list all of the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each? Use as many lines as you need. Write in the exact number of packs for each brand below. (Note: 1 carton = 10 packs)

<u>Brand Name</u>	<u># of Packs</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

10. Do you usually buy your cigarettes by the pack, by the carton, or both ways? [CHECK ONLY ONE BOX]

☐ Pack ☐ Carton ☐ Both Ways

11. How often do you buy your cigarettes in each of the following types of locations?

✓ [CIRCLE ONE LETTER FOR EACH]

	<u>Never</u>	<u>Some- Times</u>	<u>Usually</u>
Supermarket Chain or neighborhood grocery store.....	N	S	U
Drugstore, liquor store or package store.....	N	S	U
Discount or wholesale store (like K-Mart or Sam's Club)	N	S	U
Cigarette specialty store.....	N	S	U

Restaurant, bar, or deli	N	S	U
Indian reservation	N	S	U
Gas station or Convenience Store (a special kind of store ... that stays open long hours and might sell gas, such as a "7-11")	N	S	U

12. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices? **[CIRCLE ONE LETTER FOR EACH]**

	<u>Frequently</u>	<u>Occasionally</u>	<u>Never</u>
I look for special offers for my regular brand	F	O	N
I look for special offers for brands other than my regular brand	F	O	N

13. Which of the following statements below best describes what you usually do when you go to the store to buy cigarettes? **[READ LIST AND CHECK ONLY ONE BOX]**

- ☐ I know exactly which brand I want to buy and I buy it regardless of any special offers for other brands
- ☐ I go into the store planning to buy my regular brand but I look around to see what special offers there are for other brands
- ☐ I go into the store with 2 or 3 brands in mind and decide on one of them depending on whether there is a special offer or coupon
- ☐ I buy the lowest priced brand among a group of acceptable brands
- ☐ I almost always buy the lowest priced name brand in the store
- ☐ I almost always buy generics or store brand cigarettes

14. Which of the following ways best describes how you use cigarette coupons? **[CHECK ONLY ONE BOX]**

- ☐ I use almost any cigarette coupon I get
- ☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand
- ☐ I only use coupons if they are for my regular brand
- ☐ I never use coupons to buy cigarettes

15. Sometimes people purchase cigarettes on special deal or for a reduced price. For each of the following items listed below, please indicate if you have purchased either your regular brand of cigarettes or another brand during the past 3 months using that kind of special offer.

←[CHECK ALL BOXES THAT APPLY]	<u>Regular Brand</u>	<u>Other Brands</u>
Using money-off coupons that were already on the pack or carton	<input type="checkbox"/>	<input type="checkbox"/>
Using money-off coupons that you received in the mail	<input type="checkbox"/>	<input type="checkbox"/>
Using money-off coupons that you clipped from a newspaper or magazine	<input type="checkbox"/>	<input type="checkbox"/>
Where the cigarettes were on sale and you didn't have to use a coupon	<input type="checkbox"/>	<input type="checkbox"/>
Where the cigarettes were on free-product deal, such as "buy two packs, get one free", or "buy three, get one free"	<input type="checkbox"/>	<input type="checkbox"/>

Where free merchandise (such as a lighter or T-shirt) was being offered
with purchase of cigarettes ☐ ☐

Using coupons that you received at the store during a prior visit ☐ ☐

16. There are a number of different reasons that people select a particular brand of cigarettes. Please look at the list below, and rank how important each of these reasons is for you personally, when you select a brand of cigarettes. Please give the reason that is the most important for you a "1". Give the reason that is the 2nd most important a "2", the reason that is the 3rd most important a "3" and so on. Please write in the number on the line before the reason. When you are finished, there should be one number written on the line in front of each reason.

*Delete?
Redundant
+ people
don't smoke
well in
general*

_____	Provides coupons on the pack, or in the mail.
_____	It has an everyday low price.
_____	It offers free merchandise.
_____	It has free-product deals like "buy two, get one free".
_____	It offers a catalog of merchandise where you save UPC's to order the merchandise.
_____	It offers coupons from newspapers or magazines.
_____	It is the cheapest brand in the store.
<u>1</u>	It is just the brand I like.
<u>2</u>	It has the flavor I like best.
_____	It is the brand my friends/spouse smokes.
_____	It is convenient to purchase – available in many locations.

17. People have told us they smoke cigarettes at a variety of different times and places. Please look down this list and for each place or occasion, tell me if you smoke cigarettes **Frequently, Sometimes, Rarely** or **Never**. If any of these places or occasions do not apply to you, circle "NA".

	<u>Frequently</u>	<u>Some- times</u>	<u>Rarely</u>	<u>Never</u>	<u>Does Not Apply</u>
After meals	F	S	R	N	NA
At social events or parties	F	S	R	N	NA
At a bar or nightclub	F	S	R	N	NA
At work, at my desk or workstation	F	S	R	N	NA
At work, <u>inside</u> in designated smoking areas	F	S	R	N	NA
At work, <u>only outside</u> in designated smoking areas	F	S	R	N	NA
Inside my home when I'm alone	F	S	R	N	NA
All throughout my home when non-smokers are present	F	S	R	N	NA
Inside my home among family	F	S	R	N	NA
Only outside my home (i.e., in the yard, deck, garage)	F	S	R	N	NA
In my car when alone	F	S	R	N	NA
In my car with family or friends	F	S	R	N	NA
Away from home or work, performing					

usual activities during the week.....F.....S.....R.....N.....NA
 Out and about, away from home
 on the weekendsF.....S.....R.....N.....NA
 When around non-smokersF.....S.....R.....N.....NA
 In non-smokers' homesF.....S.....R.....N.....NA
 Only in certain rooms in my homeF.....S.....R.....N.....NA
 On long trips in the car with non-smokers..F.....S.....R.....N.....NA

18. Next time you go to the store to buy cigarettes, if your regular brand isn't available, which of the following would you do? [CHECK ONLY ONE BOX]

- 7
6
delete
- ☐ Wait until the store has my regular brand
 - ☐ Go to another store to buy my regular brand
 - ☐ Buy my regular brand in a different pack (e.g., a soft pack or a hard box)
 - ☐ Buy a different type or length of my regular brand
 - ☐ Buy an entirely different brand

SECTION B: GENERAL SMOKING ATTITUDES

1. Listed below are phrases that describe how people feel about smoking in general. For each statement below, please indicate on a 7 point scale how you feel about that statement where 7 means you "Completely Agree" and 1 means you "Completely Disagree" with that statement. You may use any number between 1 and 7. [CIRCLE ONLY ONE ANSWER FOR EACH STATEMENT]

Will these questions appear as grouped or randomly sorted?

Completely
Disagree

Completely
Agree

Price Sensitivity – Coupon Users

I look for discounts and special price offers when I'm buying cigarettes 1 2 3 4 5 6 7
I'll buy a different brand of cigarettes if it's on sale or I have a coupon
I don't like to use coupons to buy cigarettes
Even with a discount coupon I don't like to try other brands of cigarettes – I
don't want to spend money on something I might not like
I try to stock up on cigarettes when I have a coupon, or can find them on
special deal.....

Price Sensitivity – Money Conservation

I buy cigarettes by the carton to save money
I buy lower-priced cigarettes when I am short of money
I buy the cheapest brand of cigarettes in the store.....
Price is the most critical issue when I buy cigarettes
I think that cigarette prices are too high

Courteous to Non-smokers

I always ask people if they mind if I smoke
I feel uncomfortable smoking when others are not.....
I try to keep my cigarette smoke away from other people.....
It's hard to hang out with my non-smoking friends because I smoke
I sometimes refrain from smoking in public places where smoking is permitted ...
I frequently select well ventilated places to smoke.....
Except in designated non-smoking areas, I choose to smoke wherever and
whenever I want to.....

Self Conscious

I don't like for other people to know that I smoke
I feel like an outcast because I smoke
I feel uncomfortable smoking in public places
I believe people think less of me because I smoke
I'm starting to feel self conscious that I smoke.....
I am concerned about cigarettes staining my teeth.....

Only if > volume of ultra low tar

Considering Low-Tar Cigarettes

I am thinking about smoking lower tar/nicotine cigarettes

Smoking Enjoyment

I enjoy smoking
I like being a smoker

I like the act of smoking -- taking the cigarette out of the pack, lighting it,
inhaling, and holding it ✓
I enjoy smoking much less than I used to ✓

Why Smoke

I smoke because it sets me apart ✓
Smoking makes me feel more comfortable when I'm in a group ✓
Smoking is a part of my personality

Restaurants

I prefer to eat in restaurants that have a smoking section
At a restaurant, I don't mind waiting an extra 10 to 15 minutes to be seated in
a smoking section
Even in restaurants with "smoking sections," I typically sit in non-smoking
sections with my non-smoking friends

★ **Concerns over others' opinions** → Develop.
→ I worry about how my breath smells after I smoke
★ I get a lot of dirty looks/nasty comments from strangers when I light a cigarette ..
★ There are some brands I'd be embarrassed to smoke
→ I don't like the way cigarettes make my hair and clothes smell

Concern re: one's
Appearance.
→

Social Aspect of Smoking

Most of my friends are smokers
Smokers are more social than non-smokers ✓

Brand Preference

I smoke a cheaper cigarette brand frequently but don't consider it my regular
brand
Cigarettes that cost less aren't as good as regular priced ones
There are some brands of cigarettes I just would not smoke
I feel good about the brand of cigarettes I smoke

Taste

There are big differences in taste between brands of cigarettes
I enjoy the flavor of cigarettes

Smoking when relaxing

I like to smoke when I'm relaxing
A cigarette makes a good time even better

Others' Influence on Brand

✓ I like to smoke the same brand that my spouse (or significant other) smokes ✓
I like smoking the same brands of cigarettes that my friends smoke ✓
✓ I've switched brands of cigarettes in the past based on recommendations from
friends
I prefer to stick to the most popular brands of cigarettes
✓ I'll try a different brand of cigarettes if I notice that a lot of other people are
smoking them ✓
✓ People I know have switched to my brand of cigarettes because I smoke them...

Badge Value to Cigarette Brands

- I notice what brands of cigarettes people around me are smoking
- ☒ I feel good when I see other people smoking my brand
- ☒ The brand of cigarette you smoke says something about you as a person..... ✓

Difficulty Selecting a Brand

- Now that I've found a brand of cigarettes I really like, I don't want to switch again
- It took me a long time to find a brand of cigarettes that was just right for me.....

Brand Affinity / Personal Connection

- My brand of cigarettes is like an old friend
- My brand of cigarettes fits my personality
- ☒ If my brand of cigarettes was no longer being made, I'd be very disappointed

Threshold Pricing

- For me, cigarettes are a pleasure – I would continue to smoke them regardless of the price
- I'd rather pay full price for my favorite brand than switch to a cheaper brand I don't enjoy as much

Image

- There are some brands of cigarettes that have a more desirable image than other brands.....
- ☒ There are some brands of cigarettes I would not even try because their image doesn't appeal to me
- My brand of cigarettes is considered a desirable brand by most smokers.....

Quality

- ☒ There are big differences in quality between brands of cigarettes

Generics / Discount Brands

- A store brand or generic is usually just as good as a nationally advertised "name brand"

Smoking Restrictions

- Smoking restrictions make me feel like a second-class citizen
- With designated smoking areas, I know where I can smoke without bothering anyone else

New Products

- If a manufacturer introduced a cigarette that generated little or no smoke from the lit end, I would try that brand.....
- If a manufacturer introduced a cigarette that gave off no odor when smoking it, I would try that brand.....

Annoying

- I am annoyed by the smell of cigarettes on my hair and clothes..... ✓
- Sometimes the smell of cigarettes bother me even though I am a smoker
- ☒ I don't like the way cigarettes make my hair and clothes smell

Before reading brochure

Miscellaneous

If I light a cigarette, I feel compelled to finish it, even if I only wanted a couple
of puffs.....

SECTION C: PRICE, COUPONS, PROMOTIONS, CONTINUITY

1a. On average, how much do you pay for one pack of your regular brand of cigarettes?..... \$ _____.

1b. On average, how much do you pay for one carton of your regular brand of cigarettes?..... \$ _____.

2. Some cigarette brands offer free gifts that you can obtain by sending in proofs of purchase from the pack itself or special coupons, miles or cash certificates that you get when you purchase the cigarettes. When was the last time you purchased any cigarette brands whose proofs of purchase, special coupons, miles or cash certificates you saved (or are still saving) towards a free gift? [CHECK ONLY ONE BOX]

Never ☐ Within the past 3 months

☐ 4 to 6 months ago

☐ 7 months to 1 year ago

☐ More than 1 year ago

☐ Never

3. Have you ever changed your regular brand of cigarettes to a new regular brand because of price?

☐ Yes

☐ No

SECTION D: BRAND ATTRIBUTES (RICHMOND ONLY)

1. Here is a list of statements that some smokers have used to describe various brands of cigarettes. For each statement below, please indicate on a 7 point scale how you feel about that statement, where 7 means that the statement ***"Describes This Brand Very Well"*** and 1 means that it ***"Does Not Describe This Brand At All"***. You may use any number between 1 and 7. **[CIRCLE ONE ANSWER FOR EACH STATEMENT]**

[PLEASE WRITE IN A NUMBER BETWEEN 1 AND 7 FOR EACH STATEMENT AND BRAND – RATE ALL 4 OF THE BRANDS ON ONE STATEMENT BEFORE MOVING DOWN TO THE NEXT STATEMENT]

WILL RATE ACCORD AND UP TO 3 OTHER BRANDS – TBD. ONE FULL FLAVOR, ONE LIGHT, ONE ULTRA-LIGHT?

[Note: STATEMENTS WILL BE ASKED FOR THE RESPONDENTS IN RICHMOND ONLY]

	Does Not Describe This Brand At All	1	2	3	4	5	6	Describes This Brand Very Well	7
A brand that.....									
Is all natural									
Is good tasting									
I see all the time.....									
Is the cheapest in the store.....									
Fits my personality.....									
Is for blue collar smokers.....									
Has a pack I like									
My adult smoker friends would smoke.....									
Appeals more to men.....									
Contains high quality tobacco.....									
Is prestigious									
Is available everywhere									
Is growing in popularity									
Is modern, contemporary.....									
Is for white collar smokers									
Appeals more to women.....									
Is trendy									
Is a good value									
Has advertising I like.....									
Is different than what other people smoke									
Has a consistent taste from pack to pack									
Values its smokers.....									
Is for older smokers									
Is expensive.....									
Is smooth									

Is for smokers like me	_____	_____	_____	_____
Is for other smokers, not me	_____	_____	_____	_____
Has attributes I value	_____	_____	_____	_____
Is for techno-savvy adult smokers	_____	_____	_____	_____
Is for confident adult smokers	_____	_____	_____	_____
Is for considerate adult smokers	_____	_____	_____	_____
Has a good reputation	_____	_____	_____	_____
Is for urban adult smokers	_____	_____	_____	_____
Is for family-oriented adult smokers	_____	_____	_____	_____
Is for independent adult smokers	_____	_____	_____	_____
Is best for certain occasions	_____	_____	_____	_____
Has an easy draw	_____	_____	_____	_____
Is strong	_____	_____	_____	_____

SECTION E: LIFESTYLE, ACTIVITIES, GOALS, AND INTERESTS

1. Below is a list of various types of activities. As you read each activity, please indicate the extent to which you do that type of activity -- **Often, Occasionally, Rarely or Never.**

[CIRCLE ONE ANSWER FOR EACH]	Often	Occasionally	Rarely	Never
Watch spectator sports on TV or in person.....	OFT	OCC	RAR	NEV
Play a competitive sport (like baseball, basketball, football, volleyball, tennis, etc.).....	OFT	OCC	RAR	NEV
Participate in an individual sport (like running, skiing, bicycling, swimming, golf, etc.).....	OFT	OCC	RAR	NEV
Exercise.....	OFT	OCC	RAR	NEV
Outdoor activities like camping, hunting or fishing.....	OFT	OCC	RAR	NEV
Eat out.....	OFT	OCC	RAR	NEV
Listen to live music.....	OFT	OCC	RAR	NEV
Listen to recorded music at home.....	OFT	OCC	RAR	NEV
Go to a bar or night club or dancing.....	OFT	OCC	RAR	NEV
Read a book, magazine or newspaper.....	OFT	OCC	RAR	NEV
Travel.....	OFT	OCC	RAR	NEV
Use a personal computer / Internet / Online Services.....	OFT	OCC	RAR	NEV
Visit a friend or relative.....	OFT	OCC	RAR	NEV
Go to the movies.....	OFT	OCC	RAR	NEV
Go to parties.....	OFT	OCC	RAR	NEV
Play a musical instrument.....	OFT	OCC	RAR	NEV
Relax at home in the evening.....	OFT	OCC	RAR	NEV
Play games (including cards or video games).....	OFT	OCC	RAR	NEV
Participate in church functions.....	OFT	OCC	RAR	NEV
Meet people for dating or a relationship.....	OFT	OCC	RAR	NEV
Belong to social clubs.....	OFT	OCC	RAR	NEV
Do volunteer work.....	OFT	OCC	RAR	NEV
Entertain at home.....	OFT	OCC	RAR	NEV
Make time for family activities.....	OFT	OCC	RAR	NEV
Watch television or rented videotapes.....	OFT	OCC	RAR	NEV
Pursue a hobby (like painting / crafts / collecting, etc.).....	OFT	OCC	RAR	NEV
Gardening.....	OFT	OCC	RAR	NEV
Gambling.....	OFT	OCC	RAR	NEV

2. Below are a series of statements that may or may not describe the way you feel about different things. For each statement below, please indicate on a 7 point scale how you feel about that statement, where 7 means you "Completely Agree" and 1 means you "Completely Disagree" with that statement. You may use any number between 1 and 7. **[CIRCLE ONE ANSWER FOR EACH STATEMENT]**

Completely Disagree							Completely Agree
1	2	3	4	5	6	7	

Views on Marriage

It is important for men to participate in domestic activities, like cooking and cleaning.

Views on Friendship

I have a wider circle of friends than most people do.

I'll always make time to spend time with my friends.

Financially Successful/Materialistic

Earning a lot of money is a sign of success.

The kind of car I drive is very important to me.

In general, price tells you something about the quality of a product.

Physical Appearance

Keeping in shape is very important to me.

Looking good is very important to me.

Shopping Behavior

In the store, I often buy items on the spur of the moment.

I'm always looking for a bargain when I shop.

Leader not a Follower

I usually try new products before my friends do.

My friends often ask me for my opinions on new trends and fashions.

When I'm with others, I usually end up making most of the decisions.

It's important to make up your own mind and not just listen to what others say.

It's important to stand out in the crowd.

Adventurous

I like people and things that are unique.

I like to take chances.

I often crave excitement.

I think things through carefully before acting.

I'll try almost anything once.

Control/Daily Pressures

I don't worry about the future; it will take care of itself.

I am under a great deal of pressure most of the time.

Important Life Behaviors

I don't expect to get much pleasure from my work, it is just what I do to earn a living.

I work hard and I play hard.

It is important to be sensitive to the needs of others.

Personality Traits

I prefer brands and products that make me feel accepted by others.

I usually express my opinion even when I disagree with others.

I look out for my family more than myself.

There are many times when I'd rather stay home than go to a party.

Life Satisfaction

I'm satisfied with life.

New additions

I often seek out the advice of friends before making a purchase.

It is important to me that the things I buy convey the appropriate image.

In a social situation, I would rather lead than follow.

When I am uncertain how to act in a social situation, I look to the behavior of others for cues.

It is important for me to fit in with the group I am with.

I typically try new brands before my friends and neighbors do.

I sometimes modify my behavior depending on who I am with.

Technology acceptance attitudes

I enjoy learning about new technologies.

I usually purchase new technological devices before my friends do.

I like to be on the cutting edge of new technology.

I enjoy consumer electronics like cell phones, DVD players, etc.

I'm not really a consumer electronic enthusiast, but I will buy them if they make my life easier.

I am more interested in the benefits that technology brings to me, than in the technology itself.

3. Below are a series of goals, objectives and concerns that some people have. Please indicate the extent to which you feel each item is important to you. Use any number between 1 and 7 to tell us what's more important or less important to you. A "7" means it is "Very Important" to you and "1" means it is "Not At All Important". You can use any number between 1 and 7. [CIRCLE ONE NUMBER FOR EACH]

	Not At All Important	Very Important
Have some variety in life	1	7
Have an ongoing relationship with a significant other	1	7
Be influential	1	7
Save for retirement	1	7
Live within a budget	1	7
Be a success	1	7
Be compassionate	1	7
Have a successful marriage	1	7
Reward myself	1	7
Be the center of attention	1	7
Be well-respected	1	7
Have an active and exciting life	1	7
Be a good parent	1	7
Have an adequate education	1	7
Save toward major expenses such as a car, a home, or college	1	7
Express my individuality	1	7
Find a satisfying job	1	7
Have good friends	1	7
Be a trend setter	1	7
Excel in school or work	1	7
Have peace and quiet	1	7
Be sophisticated	1	7
Have the best of everything	1	7
Be hardworking	1	7

SECTION F: ACCORD SPECIFIC BEHAVIORS AND ATTITUDES

Note: Questions 1-3 could be asked here, or could be asked in an earlier portion of the questionnaire if we want to get a read on these measures for all respondents.

1. How interested would you be in purchasing the Accord lighter and Accord cigarettes? Please give your answer on a 10-point scale where 10 means "**Extremely Interested**" and 1 means "**Not At All Interested**." You may circle any number between 1 and 10.

<u>Not At All Interested</u>										<u>Extremely Interested</u>	
1	2	3	4	5	6	7	8	9	10		

2. How likely are you to purchase Accord cigarettes in the next month? Please answer using a 10-point scale, where 1 means that you "**Definitely will NOT** purchase it" and 10 means that you "**Definitely will purchase it**". You may circle any number between 1 and 10.

<u>Definitely will NOT Purchase</u>										<u>Definitely WILL Purchase</u>	
1	2	3	4	5	6	7	8	9	10		

3. Thinking about all the times you smoke, what percentage of these times do you (or will you) smoke Accord. Please use any number between 0% and 100%, where 0% means that you never smoked (or will never smoke) Accord, and 100% means that you always smoked (or will always) smoke Accord.

_____ % of times you smoked (or will smoke) Accord

4. Listed below are phrases that may describe how you feel about Accord. For each statement below, please indicate on a 7 point scale how you feel about that statement where 7 means you "Agree Completely" and 1 means you "Do not Agree at All" with that statement. You may use any number between 1 and 7. **[CIRCLE ONE ANSWER FOR EACH STATEMENT]**

Image

Accord doesn't have as favorable an image as some other brands of cigarettes.

I feel that the image of Accord fits with the image I want to project of myself.

✓ I like that Accord brings a new style to smoking.

✓ Accord may draw more attention to my smoking.

I'd rather wait to smoke Accord when more people are familiar with this brand.

Lighter Issues

I feel uncomfortable smoking Accord from the lighter.

I could become fairly comfortable with the feel of holding this lighter.

I like the overall look of the lighter.

I'd rather just smoke a traditional cigarette, than have to carry the Accord lighter around with me.

The Accord Smoking System is just too inconvenient to use over time.

The Accord lighter and features are well-designed.

One of the biggest issues is having one more battery that I need to charge.

The Accord Lighter display and Charger are pretty easy to understand how to use.

Accord cigarettes may not be readily available in most stores.

Technology

I like the Accord lighter.

I wonder if the Accord Lighter would last for a full year.

I wonder if the Accord Lighter would hold a charge for a long time.

It's important to me that the Accord Smoking System has a warranty.

The Accord lighter is high-tech.

For me, the technology involved in Accord is part of its appeal.

I would enjoy pulling out my Accord lighter to show it off to my friends.

Cost

*I think that Accord cigarettes would be much more expensive than other cigarettes.
Smoking Accord may cost a little bit more than smoking other brands, but it is worth it.
Smoking Accord would have a good value-for-the-money over time.*

Usage

- ✓ Smoking Accord instead of other brands of cigarettes would make my life easier at times.
- ✓ I don't really see a reason to smoke Accord cigarettes over my current brand.

Satisfaction/Taste

- ✓ Accord is not as enjoyable as my regular cigarette brand.
- Accord is just as enjoyable as my regular cigarette brand.
- ✓ I'd prefer my regular brand, but Accord would be enjoyable in situations where I'm uncomfortable smoking my regular brand

Handling

I would find using the Accord lighter enjoyable.
I would enjoy the act of taking out my Accord lighter, inserting a cigarette and smoking it.

5. Below is a list of different characteristics that can be used to describe cigarettes. For each characteristic, please indicate on a 7 point scale how satisfied are you with the way that Accord performs on that characteristic. Use 7 to indicate that you "Liked it a lot" and 1 to indicate that you "Did not like it at all". You may use any number between 1 and 7. [CIRCLE ONE ANSWER FOR EACH CHARACTERISTIC]

	Did not Like <u>It At All</u>						Liked It <u>A Lot</u>
Taste	1	2	3	4	5	6	7
Image of the product	1	2	3	4	5	6	7
Convenient to smoke	1	2	3	4	5	6	7
Easy to get used to	1	2	3	4	5	6	7
Value for money	1	2	3	4	5	6	7
Image it projects about me	1	2	3	4	5	6	7
Smoking enjoyment	1	2	3	4	5	6	7
Uniqueness	1	2	3	4	5	6	7

6. People may choose to smoke Accord for a number of different reasons. For each reason listed below, please rate how much of a reason it would be for you to smoke Accord. Please answer using a 7-point scale where a 7 means it is an "**Extremely Important Reason**" and a 1 means it is "**Not a Reason at all**" why you might want to smoke Accord. You may answer using any number between 1 and 7, but please only use 7 for those reasons that you consider the most important.

Enjoy the taste.

More courteous to non-smokers around me.

I enjoy new products.

Like the image it projects of me.

It is high-tech.

It is lower in tar than my current brand.

My non-smoking friends/family complain about my cigarette smoke.

It leaves less odor on my clothes, or in my house, than my regular brand.

It is more convenient than other cigarettes.

It produces less sidestream smoke than other cigarettes.

I would be comfortable using the Accord lighter

It is something unique

I've been wanting to try a new brand of cigarettes.

Since it produces less smoke/odors than a traditional cigarette, I could smoke it in my car.

Since it produces less smoke/odors than a traditional cigarette, I could smoke it in my house.

Since it produces less smoke/odors than a traditional cigarette, I could smoke it when I am around non-smokers.

Because it has no ashes

Because it has no lit end

Because it does not burn away between puffs

7. Which one of the following three statements best describes your future interaction with Accord? [Check only one]

- ☐ I would like to smoke Accord cigarettes on some occasions, but smoke my current brand most of the time.
☐ I would smoke Accord cigarettes most of the times, but my current regular brand some of the time.
☐ I would stay with my current regular brand of cigarettes, and not switch to Accord.

8. Assuming you were in places where smoking was permitted, please indicate what you would do. For each of the following occasions please indicate if you would smoke Accord or smoke a traditional cigarette. Please choose one action for each occasion.

	<u>Smoke Accord</u>	<u>Smoke a Traditional Cigarette</u>
After meals	<input type="checkbox"/>	<input type="checkbox"/>
At social events or parties	<input type="checkbox"/>	<input type="checkbox"/>
At a bar or nightclub	<input type="checkbox"/>	<input type="checkbox"/>
At work, at my desk or workstation	<input type="checkbox"/>	<input type="checkbox"/>
At work, <u>inside</u> in designated smoking areas	<input type="checkbox"/>	<input type="checkbox"/>
At work, <u>only outside</u> in designated smoking areas	<input type="checkbox"/>	<input type="checkbox"/>
Inside my home when I'm alone	<input type="checkbox"/>	<input type="checkbox"/>
All throughout my home when non-smokers are present	<input type="checkbox"/>	<input type="checkbox"/>
Inside my home among family	<input type="checkbox"/>	<input type="checkbox"/>
Only outside my home (i.e., in the yard, deck, garage)	<input type="checkbox"/>	<input type="checkbox"/>
In my car when alone	<input type="checkbox"/>	<input type="checkbox"/>
In my car with family or friends	<input type="checkbox"/>	<input type="checkbox"/>
Away from home or work, performing usual activities during the week	<input type="checkbox"/>	<input type="checkbox"/>
Out and about, away from home on the weekends	<input type="checkbox"/>	<input type="checkbox"/>
When around non-smokers	<input type="checkbox"/>	<input type="checkbox"/>
In non-smokers' home	<input type="checkbox"/>	<input type="checkbox"/>
Only in certain rooms in my home	<input type="checkbox"/>	<input type="checkbox"/>
On long trips in the car with non-smokers	<input type="checkbox"/>	<input type="checkbox"/>

SECTION G: DEMOGRAPHICS

This last section will be used to group your responses with those of others participating in this survey.

1. Which of the following do you consider yourself to be?

- | | | |
|--|---|--|
| <input type="checkbox"/> White | <input type="checkbox"/> African-American | <input type="checkbox"/> American Indian/Native American |
| <input type="checkbox"/> Hispanic/Latino | <input type="checkbox"/> Asian | <input type="checkbox"/> Other |

2. What was the last grade of school that you completed? [CHECK ONLY ONE BOX]

- | | | |
|---|---|---|
| <input type="checkbox"/> Grade school or less | <input type="checkbox"/> Some high school | <input type="checkbox"/> High school graduate |
| <input type="checkbox"/> Some college | <input type="checkbox"/> College graduate or more | |

3. Which one of the following best describes your employment status? [CHECK ONLY ONE BOX]

- ☐ Full-time
- ☐ Part-time
- ☐ Homemaker → [SKIP TO QUESTION 5]
- ☐ Retired → [SKIP TO QUESTION 5]
- ☐ Not employed → [SKIP TO QUESTION 5]

4. What is your occupation? [CHECK ONLY ONE BOX]

- | | | |
|--|--|--|
| <input type="checkbox"/> Business owner | <input type="checkbox"/> Clerical | <input type="checkbox"/> Driver/Transport operator |
| <input type="checkbox"/> Farmer | <input type="checkbox"/> Homemaker | <input type="checkbox"/> Machinery operator |
| <input type="checkbox"/> Managerial/Administrative | <input type="checkbox"/> Military | <input type="checkbox"/> Non-farm laborer |
| <input type="checkbox"/> Private household worker | <input type="checkbox"/> Professional/Technical | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Service worker | <input type="checkbox"/> Skilled blue collar/Craftsman | |

5. Which one of the following best describes your marital status? [CHECK ONLY ONE BOX]

- | | | |
|----------------------------------|---|--|
| <input type="checkbox"/> Married | <input type="checkbox"/> Single | <input type="checkbox"/> Single, but living with significant other |
| <input type="checkbox"/> Widowed | <input type="checkbox"/> Divorced/Separated | |

6. Now, thinking politically and socially, how would you describe your own general outlook -- as being very conservative, moderately conservative, middle-of-the road, moderately liberal, or very liberal? [CHECK ONLY ONE BOX]

- | | | |
|---|--|---|
| <input type="checkbox"/> Very conservative | <input type="checkbox"/> Moderately conservative | <input type="checkbox"/> Middle-of-the-road |
| <input type="checkbox"/> Moderately liberal | <input type="checkbox"/> Very liberal | |

- 7a. How many people, including yourself, currently live in your household? _____
- 7b. Including yourself, how many of those who currently live in your household are adult smokers? _____
8. Now, here is a list of income categories. Which of the following best describes the combined annual income before taxes of all members of this household, including wages or salary, pensions, interest or dividends, and all other sources? **[CHECK ONLY ONE BOX]**

- ☐ Under \$10,000
- ☐ \$10,000 to \$19,999
- ☐ \$20,000 to \$29,999
- ☐ \$30,000 to \$39,999
- ☐ \$40,000 to \$49,999
- ☐ \$50,000 to \$59,999
- ☐ \$60,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 and over
- ☐ Not sure

9. Which of the following products do you own?

	<u>Yes</u>	<u>No</u>
CD Player	<input type="checkbox"/>	<input type="checkbox"/>
DVD Player	<input type="checkbox"/>	<input type="checkbox"/>
Digital Camera	<input type="checkbox"/>	<input type="checkbox"/>
Digital TV	<input type="checkbox"/>	<input type="checkbox"/>
Computer with Internet access	<input type="checkbox"/>	<input type="checkbox"/>
Cell Phone	<input type="checkbox"/>	<input type="checkbox"/>

10. Over the last week, have you logged on to the Internet?

- ☐ Yes
- ☐ No

11. In the past three months, have you used the Internet for? **[CHECK ALL THAT APPLY]**

- ☐ Sending/receiving email
- ☐ Researching and looking for information
- ☐ Playing games
- ☐ Browsing for products
- ☐ Getting news
- ☐ Making purchases online
- ☐ Participating in chat groups
- ☐ Making travel reservations
- ☐ Making phone calls (Internet telephony)
- ☐ Conducting on-line banking
- ☐ Trading stocks
- ☐ Other

THANK YOU VERY MUCH FOR YOUR HELP!